

# CITY COUNCIL AGENDA ITEM BRIEFING SHEET

<b>Council Date:</b>  March 24, 2026	<b>Department:</b>  Admin	<b>Presented By:</b> Communications Director Rose Hoffman
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**AGENDA ITEM:** Discussion/Action: to consider and approve an application from 760 Fest for the presenting sponsorship of the festival.

**BACKGROUND:**

The City of Willow Park was the presenting sponsor last year for this event which was heavily attended by visitors including many from outside of Parker County. The one-day festival features live art installations, band and performers on two stages, vendor booths, a large kids area, and more.

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**STAFF/BOARD/COMMISSION RECOMMENDATION:**

Staff recommends approval of the presenting sponsorship.

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**EXHIBITS:**

Application from 760 Fest

<b>ADDITIONAL INFO:</b>	<b>FINANCIAL INFO:</b>	
	<b>Cost</b>	\$15,000
	<b>Source of Funding</b>	Hotel Occupancy Taxes